



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/073,842	02/11/2002	Arturo A. Rodriguez	A-7496	6628
5642	7590	05/02/2006	EXAMINER	
SCIENTIFIC-ATLANTA, INC. INTELLECTUAL PROPERTY DEPARTMENT 5030 SUGARLOAF PARKWAY LAWRENCEVILLE, GA 30044			BUI, KIEU OANH T	
			ART UNIT	PAPER NUMBER
			2623	

DATE MAILED: 05/02/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	10/073,842	RODRIGUEZ ET AL
	Examiner	Art Unit
	KIEU-OANH T. BUI	2623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 06 February 2006.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 105, 106, 108-115 and 122-133 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 105, 106, 108-115, 122-133 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____. |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____. | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| | 6) <input type="checkbox"/> Other: _____. |

DETAILED ACTION

Remark

1. Claims 1-104 were canceled in the amendment no 12 (dated 5/24/04). Claims 107 and 116-121 were previously canceled, and claim 133 is previously added. Pending claims are claims 105-106, 108-115, and 122-133.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 105-106, 108-115, and 122-133 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ellis et al.(U.S. Patent No. 6,898,762 B2) in view of LaRocca et al.(US Patent No. 6,314,572 B1).

Regarding claim 105, this limitation is met as Ellis discloses a method implemented by a television set top box or set top terminal (STT) comprising the steps of outputting to a television screen by the STT configured to identify advertisement categories, and under a user input at the STT for identifying or selecting a category of advertisements at the STT, the corresponding advertisements are provided to the STT responsive to the user input (see Fig. 3 for the set top box 23; col. 14/lines 42-52 for the user preferences on the advertisement category can be either stored within the set top box or at the server 25, and based on the user input for advertisement contents, the advertisement contents corresponding to an interested category is displayed to the

user, refer to Figs. 5-6 for advertisement categories as Sports, Children, Music, Events, Premium etc.; and further in items 108 & 110 of Fig. 5 for selectable advertisements on different categories of programs and/or products, col. 10/lines 18-27). Ellis further discloses that advertisement category having a first advertisement category and a second advertisement category, and the user provides a first and a second input corresponding to the first category and the second category, and after receiving the first and second user inputs, outputting to the television screen by the STT the corresponding advertisements of the first and the second advertisement category at a first and second future time during an interruption in a television presentation being output by the STT (as shown in Fig. 9a as an example for a program will be displaying at certain times in the future using the start time and end time, even the segment of minutes can be selectable based on the user; and Fig. 21 at box 2070, Ellis clearly shows the target advertising is done based on preference user profile, refer to col. 20/line 63 to col. 21/line 39).

Ellis does not show the set top box includes a tuner therein; however, this is a must-have and known element within the set top box. In fact, LaRocca shows in a same interactive subscription on demand services to the user, the set top box includes a tuner for tuning and providing television program to viewers (LaRocca, col. 6/line 57 to col. 7/line 14 for a tuner). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Ellis' system with LaRocca's known technique of further including a tuner within the set top box in order to provide the tuning to appropriate channel television programs and advertisement categories to the user based on the user's preference as taught by Ellis.

As for claim 106, this limitation is met as Ellis shows in Fig. 2c and 3 that the user uses a remote control 40 interacts with the set top box 28, which receives the video and data in 26 from a remote database, as shown in Fig. 2c with program guide server 25 at television distribution facility 16 (col. 5/line 24 to col. 6/line 50 for further details of interest).

(Claim 107 was canceled).

As for claim 108, this limitation is met as Ellis discloses that based on the scheduled time, the advertisement can only be targeted to right viewers based on their preferences and profiles from the set top or the user prior to receiving the user input (as shown in Fig. 9a as an example for a program will be displaying at certain times in the future using the start time and end time, even the segment of minutes can be selectable based on the user preset—defined prior to the user inputs; and Fig. 21 at box 2070, Ellis clearly shows the target advertising is done based on preference user profile, refer to col. 20/line 63 to col. 21/line 39).

As for claim 109, this limitation is met as Ellis discloses in Fig. 20b as the set top box offer a request whether the user selects the request or not as the third viewer input responsive to a request by the set top box.

As for claim 110, this limitation is met as Ellis discloses further comprising outputting the advertisement to a television during an interruption of the presentation of a television program having predetermined program categories (Fig. 22 as the user can define a preset additional information, i.e., software, internet links or videos, relate to the future broadcast programs based on his/her preferences).

As for claim 111, this limitation is met as Ellis further discloses that various attributes associated with groups of the advertisement categories as the subcategories of advertisements that correspond to respective broader categories (Fig. 21/at steps 2004, 2006, 2008).

As for claims 112 and 113, these limitations are met as Ellis further discloses that advertisements has defined duration display times, and they are stored within the set top terminal (Fig. 9A and col. 14/lines 47-51 for the preferences about advertisements can be stored in the client or user device).

As for claims 114 and 115, these limitation are met as Ellis discloses that as soon as the user click through or viewed the advertisements, the advertisement can be removed based on the log of committed advertisements using the weight value as a measurement of user activities whether to select the advertisements for viewing or not (Fig. 24 for track viewing history, and the target advertising is based on viewing history, refer to col. 19/line 10 to col. 20/line 31 & col. 23/line 30 to col. 24/line 5).

As for claims 122-133, these claims with same limitations addressed earlier are rejected for the reasons given in the scope of claims 105-106, and 108-115 as disclosed in details above.

Response to Arguments

4. Applicant's arguments filed on 02/06/06 have been fully considered but they are not persuasive.

Applicants argue on the feature stated in the remark on page 7-8 for claim 105 that Ellis does not teach or suggest the indicated and highlighted feature, which the examiner respectfully disagrees for the following reasons.

Applicants note that the categories of Ellis in Figs. 5 & 6 are for program guide features 106, not for “selectable advertisement categories” as indicated by the claim language. In interactive EPG, the examiner would like to emphasize that the headend or service provider can be regarded as “a vendor” for advertising their products and/or programs because of a simple reason, the user or client or subscriber can choose which one to watch for their preference and the corresponding charge for that program, i.e., pay-per-view or interactive services such as online ordering or e-mails etc. That is why the reasons the examiner points out to program guide menu to selectable categories as “Movies”, “Sports”, “Children” and mentioned in the previous office action that the user/subscriber can select which category to view/watch according to their preference. Those programs are considered to be “selectable advertisement categories” for this reason. Even if applicants still do not agree on this, selectable buttons on items 108 (2 selectable buttons) and one on selectable advertisement banner 110 reads on this feature as well, refer to col. 10, lines 18-27. There is no reason to believe that those three selectable advertisements do not describe different advertisement categories, because it clearly suggests that pay-per-views and/or other programs and/or other products as well as text description is advertised on 110. For example, if the first box shows a movies for advertisement, the second one is for sports and the

third box is for an incoming program or event. Thus, they are all advertising for different categories, the second is different from the first and/or the third.

Conclusion

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

6. **Any response to this action should be mailed to:**

Commissioner of Patents and Trademarks
Washington, D.C. 20231

or faxed to PTO New Central Fax number:

(571) 273-8300, (for Technology Center 2600 only)

*Hand deliveries must be made to Customer Service Window,
Randolph Building, 401 Dulany Street, Alexandria, VA 22314.*

Art Unit: 2623

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Krista Kieu-Oanh Bui whose telephone number is (571) 272-7291. The examiner can normally be reached on Monday-Friday from 9:30 AM to 7:00 PM, with alternate Fridays off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John W. Miller, can be reached at (571) 272-7353.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Kieu-Oanh Bui
Primary Examiner
Art Unit 2623

KB

April 21, 2006